

Organic Food - UK - October 2010

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What is this report about?

Mintel last examined the market for organic food in 2008 when consumers were facing the effects of the economic downturn, and rising commodity prices were having an inflationary impact on food prices. Since then, consumers have continued to cut costs where they can, taking advantage of special offers whenever possible.

What have we found out?

- Eight million consumers consider “organic” to be an important issue when deciding what food and drink to buy. This is especially the case for 16-34 year olds, and offers potential for organic food producers as their numbers are forecast to grow by 4% in the next 5 years.
- Grocery multiples are running the risk of losing sales from valuable organic food buyers as 19 million would buy more organic foods if there was greater availability in their local supermarket.
- Organic food products that emphasise their local provenance could attract consumers not currently buying organic foods as 56% of consumers consider locally sourced to be more important than organic.
- There is potential for future growth in the organic food category as 26% of consumers are buying more organic food and drink now than a year ago.
- Greater government support is needed to help consumers better understand how food production impacts on the environment, as 18½ million consumers who currently do not buy organic foods are not taking into account ethical issues when buying food.
- Marketing communication campaigns promoting the benefits of organic foods need to include an explanation of the relatively higher cost of organic foods, as 78% of consumers who do not buy organic foods at present feel the extra cost is not justified.

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